

KEITH-O'BRIEN CO.

10 PER CENT REDUCTION ON ALL STAMPED SOFA CUSHION TOPS.

The new fall tops are in, and you can get almost any flower you wish to embroider. We have over fifty different designs of the very latest and prettiest effects. This is the time to buy your top to work for Xmas presents.

JOIN US IN SAVING A BIG PART OF YOUR EXPENSE TO THE CITY

Linens, Domestics, Wash Goods and Blankets.

THIS IS A BIG SALE THAT TAKES IN THE ENTIRE DEPARTMENT. EVERY ITEM IS A STIRRING REDUCTION. The STOCK IS NEW and CLEAN and DESIRABLE. NO OLD STOCK

The Sale is important in more ways than one—for the tendency of the market is downward. Therefore all regular prices are lowered accordingly. From these lowered prices reductions have been made.

Women, familiar with the prices which have been prevailing for the last few years because raw materials kept going up, will be surprised and delighted at these extremely low prices.

36 inch Bleached Muslin, sells regular at \$1.30 a yard, in this sale, a yard50c
15 inch Bleached Pillow Case, regular 20c in this sale, a yard10c
18 inch Glass Toweling, regular price 10c a yard, special, a yard64c
Hemmed Huck Towels, size 17x34 regular 10c, sale75c
Size 18x36, regular 15c, sale, 10c
Plain White Shirt Waist Linen, 36 inches wide, regular price, 50c a yard, sale price, yard35c
Bleached Table Napkins, size 18x18, regular price \$1.50 a dozen, sale price, per dozen95c
Silver Bleached Table Linen 64 inches wide, sells regular at \$1.00 a yard, special a yard69c
Hemstitched Damask Squares, size 32x32 inches, regular price, 85c each, special50c
Hemstitched Damask Squares, size 3'x36 inches, regular price \$1.25, special, each75c
Hemmed Tray Cloths, size 18x27, regular price 45c each, in this sale, each25c
Hemmed Damask Scarfs, size 18x45, regular price 55c each, special, each45c
Hemmed Damask Scarfs, size 18x54, regular price, 85c each, special, each65c
500 Remnants of Cotton Goods and Domestics, Outing Flannels, Gingham, Percales, Challies, etc. While they last a yard5c
Bleached and Unbleached Canton Flannel, special, a yard40c
Bleached and Unbleached Outing Flannels, special, a yard50c
1500 yards New Outings in dainty stripes and checks, special for this sale, a yard8-12c
Standard Apron Gingham, regular 8-12c grade, special, a yard5c
Kimonos Flannelettes in all the new colorings and designs, special, a yard11c
36 inch English Percales and Madras Shirtings, special, a yard11c
30c inch Scotch Zephyr Gingham, regular 25c grade, special, a yard19c

Seasonable Offerings in the Blanket and Flannel Department.

All wool tricot waistings, full line of shades, special, yard, 29c.
11-4 size grey cotton blankets, sell regular at 89c pair; special, 69c.
Beautiful new line of fancy washable flannel waistings for the new tailored waists; prices, 35c, 40c, 45c and up to 85c yard.
11-4 size cotton blankets in whites, grays and tan, regular price \$1.15 pair; special, 75c.
11-4 size mottled blankets, sell regular for \$1.25 pair; in this sale, 90c.

Saturday the Store Will Begin Giving Lessons Free in China Painting.

This is a decided departure. The services of an experienced China painter have been engaged—in lady whose work is above the average. Classes 1 to 4 o'clock on Saturdays; on Wednesdays, 9 to 12 a. m. Inquiries answered at the Art department.

The fountain is now serving hot drinks; also hot tamales in connection with mid-day lunches. These tamales are cleanly made and nice in every sense.

Manicuring, hair dressing, scalp treatment, chiropody, etc.—first class work—third floor—take elevator.

Our very reasonable prices on women and children's underwear are attracting attention.

Ladies' Handsome Umbrellas.

Fancy umbrellas, 24 inches; handles in gold and pearl, silver and pearl; paragon frame and steel rod. A splendid \$2.00 umbrella for \$1.50.
Ladies' 26-inch natural handle umbrella; paragon frame with steel rod. Excellent \$1.25 umbrella for 85c.

Ladies' Gloves.

The Keith-O'Brien glove department is showing the newest ideas in gloves. Attention is directed to a few of our special for Conference and Fair week.
12-buttoned glove in blue, black, green, red, brown and gray. The newest styles. \$3.50 quality for \$2.45.
16-buttoned glove in black, white, red, green, navy, gray, brown and tan. Special, \$3.75.
"Tampa"—a 2-clasp overshoe in fine German lambskin. A very pretty and stylish glove. \$1.25 quality for 95c.
8-buttoned gauntlet—suede finish, cotton, tan, black and brown. \$1.00 and \$1.25.
2-clasp cashmere glove—black, blue and brown. 35c, 50c and 65c.

Big Sale of Shirts Saturday

52 DOZEN \$1.25 SHIRTS TO BE CLOSED OUT AT 59 CTS.

These shirts are all new, the shipment having just reached us. They are snappy, handsome shirts and would sell quickly. Marked close at \$1.25.

The truth is we didn't order these shirts. They came to us by mistake. Finally, rather than have them re-shipped, the manufacturer made a specially low price—and so we kept them.

You are the winner. We will turn over the best end of the bargain to our customers and to visitors.
The shirts are new in pattern, made of excellent material; they are quality looking.
To appreciate them they must be seen.
Step in Saturday morning. **59c**

SATURDAY NIGHT CONCERT.

That the management made no mistake in securing the celebrated Philharmonic orchestra for the Saturday evening concert is attested by the constantly increasing crowds which attend each performance.

The following is the program for Saturday night:
"National Fencibles," march Sousa
"Poet and Peasant" overture Suppl
(a) "Nippono" (new) Johnson
(b) "Noodles" German rag Wenrich
"Evening Star," from "Tannhauser" (cello solo) Wagner
"Just a Little Rag" Marsh
"Melody of Popular Hits, No. 9" Renick
"Española Waltzes" Waldteufel
"Scarf Dance" Chaminade
"Glow Worm" Lincke

We tell the simple truth about things we sell. In that way we win confidence.

Visitors will be charmed with our windows. They will be delighted with the interior decoration. But that which will impress them most will be the exceeding low prices, the very reasonable prices throughout the store.

Boys' and Girls' New Fall and Winter Wearing Apparel

JUST WHAT PARENTS ARE NOW LOOKING FOR—Every visitor to Salt Lake City will be interested in seeing the splendid showing of Juvenile apparel in this department. We furnish complete outfits for both boys and girls up to 17 years of age. Satisfactory outfits too, because they combine in PROPER proportions, two essential features in good clothes—Durability and Appearance. At this store these two features ALWAYS determine price—Consequently the price is ALWAYS right.

Boys' Two-Piece Suits.

Divided into three classes—the handsome little "Russian" and "Buster Brown" suits for boys from 2-12 to 7 years—plain and fancy serges in blue, brown and cardinal also in fancy mixtures in new shades—\$3.50 to \$8.50.

Sailor Blouse and Junior Norfolk

Suits for the boy from 6 to 10 years of age, who is just graduating from the above styles. These suits come in the popular serges and fancy mixtures in all colors, many of which are especially adapted to school wear.

\$3.50 to \$10.00

BOYS' DOUBLE BREASTED SUITS—like cut, also without belt if desired—this suit is the established style for boys from 10 to 17 years of age. In this style we show a very large variety of fabrics and "models" many of which are ideal school suits. Every dependable quality from reliable fabrics is shown in this line, at a range of prices from \$.35 to \$13.50. Complete lines of Reefers and Overcoats.

Persistent Endeavor Has Produced These Splendid Values in

Misses' and Girls' Garments

Girls' and Misses' Coats.

Long coat and three-quarter jacket styles in plain colors and fancy mixtures in the new brown and tan shades—cut with full box back—semi-fitting and empire style. Inlaid velvet collars and turned back cuffs—reds, blues, browns and fancy mixtures in desirable and dependable fabrics—\$3.50 and up to \$20.00.

Little Girls' Coats.

Size 1 to 6 years.
New cloth-Beauvoir and Zibeline coats cloth coats in red, brown, tan navy and Alice blues—Beauvoir and Zibeline coats in white, cardinal, blues, brown and gray. Both double and single breasted styles—\$3.50 to \$10.

SPECIAL Manufacturers' sample line of Girls' long coats—priced at fully 1-3 less than regular—Also the hundred boys' 2 piece suits—sample garments and specials from broken lines—Sizes 14, 15, and 16, also a few smaller sizes. Values up to Ten Dollars—Choice, \$2.25 and \$3.45.

Misses' Jacket Suits.

Misses' and Junior suits in new plain colors and fancy worsteds and chevrons—colors, blues, browns, cardinals and drabs—beautifully tailored in box and semi-fitting jackets, skirts pleated and plain. Jackets lined with Skinners' satin. Sizes, 11, 12, 13, 14, 15, and 16 years. \$15.00 up.

Girls' and Misses' Waist Dresses.

One piece dresses in the new fancy plaids and plain colored wool materials. New models, colors, blue, brown, cardinal and fancy mixtures. Sizes 6, 8, 10, 12 and 14, \$3.50 and up. Regulation Sailor Suits \$8.00 to \$14.50.

Special Underprice Sale of Dress Goods and Black Taffeta For Friday and Saturday.

36-inch Mixed Mohair and Wool Suitings, in small, neat checks, stripes and plaid effects. Friday and Saturday25c
36 and 40-inch Plain and Fancy Wool Suitings, in all of the newest weaves, Chiffon, Panamas, Chevron, Van Dyke, stripes and mixed effects. Friday and Saturday, 49c, values up to 75c.
Great one dollar offering. 44 and 54 inches wide of high class imported dress fabrics. In this collection will be found all of the newest weaves for street wear. Plain and colored and novel effects. Taffeta Cloth, Chiffon Panamas, French Twills in mon-

otones, chevron stripes and shadow checks, values up to \$1.50. Friday and Saturday\$1.00
Five pieces of 35 and 36 inch black Taffeta. This is an exceptional number good heavy quality, bright, silvery finish. The rustling kind. Value \$1.25, Friday and Saturday89c

Misses' and Children's Shoes.

\$2.00 our special in sizes 11½ to 2 years, style and fit are the best. Smaller sizes in proportion.

\$2.50 and \$3.00. Misses' shoes, with all the style of women's high grade shoes, the best made. Boys' shoes, that wear, we feel assured, of giving better values than you can find elsewhere.



Women's \$5.00 shoes, a special feature this season. Many styles and leathers worth \$5.00 and \$7.00.

Tans—over twenty styles. Patent—all the new lasts. Viol kid—comfort lasts, that are a comfort.

Women's and Children's Hosiery.

Women's outside black hose, some are lace, others good weight black cotton, ribbed, plain top. Regular 25c and 35c values, to close them out19c

Women's medium, heavy or light weight cotton hose. The kind that gives service. K. O'Brien, special at25c

Women's full fashioned cotton hose, double heel, toe and sole. Regular 25c value. Special at, the pair19c

Women's fast black fine cotton hose, double heel and toe, crew foot, elastic top. Regular 50c

Women's Flannelette Gowns.

Extra well made—a very good quality of material, pink or light blue striped, all sizes; one with lay down collar and one with a military collar. Good values at 75c.

Women's white Flannelette Gowns—military collar; bishop sleeves with bands at \$1.00. A number of different styles in pink and blue stripes at \$1.00.

Saturday Special.

Perhaps you need something warm these chilly days. We have nice wool sweaters in all colors, pink, light blue, white and black, values up to \$5.00 for\$1.45

LACE WAISTS—We are showing a very pretty line of lace waists, also fine tucked front and back. Special value for Saturday\$1.35

SILK WAISTS—Plain colors, also stripes and Persian designs. Prices from \$3.50 up to \$15.00.

LAWN WAISTS—Embroidery fronts, long and short sleeves; values up to \$2.00 for57c

Oblong Green and Red.

Burlap covers, stamped with bold designs to be worked with roman silks in the satin stitch. Finished with a fringe, \$2.00 values for\$1.50

Baby Pillow Covers.

A few fine lawn covers, trimmed with val. insertion, with val. lace on ruffle, stamped and unstamped. 95c and 75c values for40c

Specials in the Pyrography Department.

Our famous \$5.00 outfit will be sold in this sale for \$4.50. This pyrography outfit consists of a large, signed bass wood box, with compartments and drop front, 1 large benzine bottle, and wire hook, 1 alcohol lamp, with glass top, 1 large, imported red double rubber bulb, three feet imported pure red rubber tubing, 1 metal union cork needle, 1 cork handle, with swivel attachment, 1 genuine platinum point No. 20, six practice pieces, 1 bottles of art stain, 1 bottle of oil filler. Special \$4.50

A Few Special Reductions in Stamped Wood to Burn.

Dining room oblong pictures, reg. 35c for20c
Free-2 pieces of stamped bass wood, one panel and one-half box with the \$3.00 pyrography outfit.
Oval panels, reg. 25c for15c
Small round panels, reg. 10c for5c
Pipe rack, reg. 75c for50c
A few double photo frames at half price.

Free instruction in pyrography and the new wood carving every Saturday morning from 10 to 12.



WHEN VISITORS COME TO TOWN

- ¶ Certain purchases are to be made
- ¶ Visitors seek the store that they have heard about,
- ¶ which brings them to Keith-O'Brien's
- ¶—the finest department store in the intermountain West
- ¶—the store that sells quality merchandise at fair prices
- ¶—whose enormous purchasing power enables it to sell on close margin
- ¶—to see how cheaply it can dispose of goods
- ¶—not how much profit it can make on an individual article
- ¶ depending rather on volume of business
- ¶—on treating customers right
- ¶—in making them feel at home when within the portals
- ¶—and satisfying them so well that they will return again.
- ¶ Hundreds of stores do business
- ¶ Nearly all of them succeed
- ¶ But the store that best succeeds is the store that caters to the masses
- ¶ Not for the dollar alone
- ¶ But for that trade today which will bring business tomorrow.
- ¶ Having done these things in the past
- ¶ Continuing them through the present
- ¶ This store is getting a hold on the people
- ¶ Cementing a relationship between customer and store
- ¶ That augurs well for this institution.

FEATURES IN THE ART SECTION.

The art department carries a nice line of souvenirs in pillow tops, banners, book marks, etc. Don't fail to visit the art dept. and see the new Darmstadt, gobelin and Madeira embroideries. 20 per cent reduction on tinted table covers, violas, wild roses, geranium and conventional designs.